

AREAS OF CONCERN RE: THE BALBOA VILLAGE CITIZENS ADVISORY PANEL RECOMMENDATIONS

I have two major areas of concern regarding these recommendations. My first concern lies with the proposed Resident Parking Permit Plan. This plan was formed to address the effect of people trying to avoid paying meters and parking in residential areas instead. The Walker Study permit plan proposed to cover the area from Adams to Coronado St. for this purpose. The new proposal suggests new boundaries, stretching that original 3 block area to now cover 10 blocks, from Adams to 7th St.

The historic area of East Newport is NOT affected by people sailing on the Catalina Flyer, going fishing, or joining the bar crowd. It makes NO sense to include us in this parking permit plan. Even the Central Newport Beach Community Assn. also withdrew their support of this plan because of the unreasonable boundary extension.

As an alternative, I would suggest drawing the parking permit boundary 5 blocks away from Adams St. to Medina Way. This would then include the residential areas actually affected by the parking problems previously mentioned.

In addition, I would purpose allowing 2 hour free parking in the BID area, as Balboa Island successfully does, especially during the winter months. That would encourage locals to patronize our own businesses, thereby strengthening them.

My second concern in these panel recommendations is the so-called branding process of Balboa. An online poll was designed to get ideas from the public to make us more "marketable." The poll, however, was not well publicized. No one in my neighborhood had heard anything about it.

If you did learn of the poll, it was extremely hard to access. If you persisted, once on the survey site, there was a section of questions regarding the re-naming of Balboa. Balboa alone was NOT a choice, indicating that the survey creators themselves did not value this historic name. The only way to make Balboa a choice was to list it as a write-in.

Connecting "Fun Zone" to Balboa Village as proposed for our name, is awkward and silly sounding. Coming at a time when the Fun Zone itself is being down-sized even makes it out of touch with reality. Do you really think people are going to say they live in "Balboa Village Fun Zone"?

In the end, fewer people from Balboa responded to the survey, than did people from outside of Balboa. If this silly name is adopted, we will be re-named by people not even residing in Balboa, and with a name that reduces us to just a fun zone area, with no recognition of us as an important historical community.

Submitted by Howard and Kathleen Hall, property owners and residents 7/19/12